Dainora Maumevičienė

Localisation as (mis)communication among cultures

Globalisation and the development of global markets and information communication technologies (ICT) have laid the foundation for successful cross-cultural communication among countries where geographical borders have disappeared. Many international companies are successfully exploiting the advantage of real time communication, provided by the Internet when aiming to reach their target consumers and offer products/services that look as if they were developed in their country (locally) and "speak" their language. This is achieved by means of localisation since products/services have to be adapted to the target country, culture and its consumers. Localisation has been born out of practise and has widened the scope of Translation Studies, thus functional approaches offered by Translation Studies could be applied when exploring the phenomenon of localisation and allow defining it as an act of communication between two or more countries, cultures and languages. The article describes localisation as an act of communication and aims to discuss a case of localisation in Lithuania when a US-based product, i. e, PeopleSoft software was localised. Since the case of PeopleSoft software localisation in Lithuania was a failure, the article explores why the process of localisation was not successful and localisation as an act of communication turned into the act of miscommunication.